

**C L A I M   A M E N D M E N T S**

Please amend the claims as follows:

Claims 1-35 (CANCELLED HEREIN)

36. (New) A method comprising:

receiving a payment from a customer for a product to be dispensed from a vending machine;

receiving from the customer an indication of a product selection;

offering a video recording to the customer;

dispensing from the vending machine a product indicated by the product selection;

displaying the video recording at the vending machine via an output device for free.

37. (New) The method of claim 36, in which offering a video recording comprises:

displaying, on a display device at the vending machine, a notice concerning the video recording.

38. (New) The method of claim 36, further comprising:

storing, in a data storage device, indications of a plurality of packages, in which each package includes

(i) a respective product dispensed by the vending machine, and

(ii) a respective video recording.

39. (New) The method of claim 38, in which offering a video recording comprises:

offering to the customer a first video recording upon purchase of the corresponding product of a package which includes the corresponding product and the first video recording.

40. (New) The method of claim 36, in which offering a video recording comprises:

offering a plurality of video recordings to the customer, and  
receiving from the customer a selection of a video recording of the plurality of video recordings.

41. (New) The method of claim 40, in which offering a plurality of video recordings to the customer comprises:

offering a plurality of video recordings simultaneously in the form of a menu.

42. (New) The method of claim 36, in which displaying the video recording comprises:

displaying the entire video recording.

43. (New) The method of claim 36, in which displaying the video recording comprises:

displaying a sample of the video recording.

44. (New) The method of claim 36, further comprising:

selecting, based on the product selection, the video recording to be offered.

45. (New) The method of claim 36, in which displaying the video recording at a vending machine via an output device for free comprises:

displaying the video recording at a vending machine via an output device for free upon the customer selecting a particular product.

46. (New) A method of using a vending machine that includes a currency acceptor, a dispensing device, alpha-numeric keys, a display device, and a video display, the method comprising:

receiving, via a currency acceptor, a payment for a product to be dispensed from a vending machine;

receiving, via alpha-numeric keys, an indication of a product selection;

selecting, based on the product selection, at least one video recording to be offered;

offering, via an output device, the at least one video recording to the customer, and

receiving from the customer a selection of one video recording of the offered video recordings.

dispensing from the vending machine, using a dispensing device, a product indicated by the product selection; and

displaying the video recording at the vending machine via a video display.